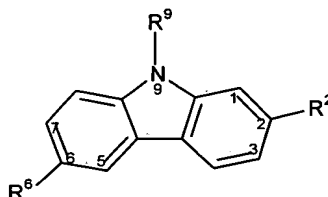


--Abstract

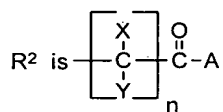
B5

A method of treating or preventing pain and inflammatory processes and diseases associated with the activity of inducible cyclo-oxygenase-2 (COX-2) in a member of the species *Canis familiaris* in need of such treatment, while at the same time reducing or eliminating undesirable side effects associated with simultaneous inhibition of the activity of constitutive cyclo-oxygenase-1 (COX-1) by selectively inhibiting COX-2 activity with reference to COX-1 activity, wherein the selectivity ratio of COX-2 : COX-1 activity inhibition is at least 3 : 1 based on ex vivo inhibition levels in whole blood measured at a dose giving $\geq 80\%$ COX-2 inhibition, comprising administering to said member of the species *Canis familiaris* an amount therapeutically effective for treating pain and inflammation in accordance with the above-recited limitations, of an anti-inflammatory selective COX-2 inhibitory compound comprising a compound of the formula:



Formula (I)

wherein:



, the (-)(R) and (+)(S) enantiomers thereof; and all pharmaceutically acceptable salt forms, prodrugs and metabolites thereof which are therapeutically active for treating or preventing pain and inflammation. --